GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

"Andhra Pradesh Tourism Policy 2024-2029" -Orders-Issued.

YOUTH ADVANCEMENT, TOURISM AND CULTURE(T) DEPARTMENT

G.O.Ms.No.17 **Dated:10/12/2024**

Read:

G.O.Ms.No.11, Youth Advancement, Tourism and Culture Department. Dt:28.12.2020.

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O R D E R:

Andhra Pradesh is known for its rich cultural heritage, historical landmarks, and natural beauty. The state offers a wide array of tourist attractions, including ancient temples, pristine beaches, verdant hill stations, wildlife sanctuaries and distinctive art, cuisine and architecture and holds significant potential to become a leading tourism destination for both domestic and International travellers.

2. However, despite its potential the Andhra Pradesh tourism industry faces significant challenges. These include limited connectivity to major attracting destinations, infrastructure gaps, lack of diversified tourism offerings, low visibility on domestic and global platforms, a shortage of skilled workforce in niche segments and a low share of high-spending foreign tourists. Addressing these issues is crucial to unlocking the State's full potential and positioning Andhra Pradesh among India's Top three Tourism destinations.

3. To overcome these barriers, focused efforts are needed to improve infrastructure, diversify tourism offerings, attract private investments and promote experiential & sustainable tourism practices. As the Andhra Pradesh Tourism Policy 2020-2025 set to conclude on 31st March 2025, the formulation of a forward-looking policy has become imperative.

4. The present tourism policy will address these challenges while emphasizing strategic branding and marketing, sustainable infrastructure development and the promotion of niche segments such as eco-tourism, cruise tourism, beach circuits and backwater tourism to create immersive experiences with special focus on safety and security of tourists. Additionally, it will aim to create a robust ecosystem that fosters private investment growth by streamlining approval processes, offering incentives and implementing investor-friendly policies. Special focus will be placed on developing anchor destinations to serve as key hubs, attracting both domestic and international tourists.

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5. The policy is designed to drive economic growth, create employment opportunities, and facilitate cultural exchange, thereby contributing significantly to the State's overall development and prosperity.

6. The Government, after careful consideration of the feedback from various stake holders and benchmarking with the Tourism Polices of leading States, hereby approve the Andhra Pradesh Tourism Policy, 2024-29 as appended to this order replacing the Andhra Pradesh Tourism Policy 2020-2025.

7. The Policy shall come into operation from the date of issue of this order and shall remain in force for a period of 5 years till a new Policy is formulated.

8. All the concerned departments of Secretariat/HoDs shall take appropriate action to implement the provisions made in the "Andhra Pradesh Tourism Policy 2024-29" following due process.

9. This order is issued with the concurrence of Finance Department vide Finance U.O.No. FMUORBAB/(GAD 2)/81/2023 (C.No.2230293).

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

V VINAY CHAND
SECRETARY TO GOVERNMENT

To:

The Chief Executive Officer, Andhra Pradesh Tourism Authority, Vijayawada
The Vice Chairman and Managing Director, AP Tourism Development Corporation Limited, Vijayawada
The Commissioner, Printing & Stationary, A.P., Vijayawada.

Copy to:

The Secretary to Governor, Raj Bhawan, A.P., Vijayawada
The P.S. to Additional Secretary to Chief Minister.
The P.S. to Chief Secretary to Government.
All Private Secretaries to the Ministers.
The Special Chief Secretary to Government, Water Resources Dept.
The Secretary to Government, Industries & Commerce Dept.,
The Special Chief Secretary to Government, Revenue (R&S) Department.,
The Secretary to Government, Revenue (Excise) Department.
The Secretary to Government, Finance (CT) Department.
The Principal Secretary to Government, Finance Department.
The Secretary to Government, Social Welfare Department.
The Secretary to Government, Tribal Welfare Department
The Secretary to Government, MA&UD Department
The Special Chief Secretary to Government, Energy I&I Department.
The Secretary to Government, Information Technology Dept.,
Departments of Secretariat / All Heads of the Departments
The Accountant General, A.P., Vijayawada.
The Pay & Accounts Officer, A.P., Mangalgiri.

(Contd...3)

The Deputy Pay & Accounts Officer, A.P. Secretariat, Velagapudi.
The Convener, State Level Banker's Committee.
All District Collectors through Andhra Pradesh Tourism Authority, Vijayawada.
All Sections in the Department.
The G.A(Cabinet)Dept.

// FORWARDED :: BY ORDER//

SECTION OFFICER

Annexure

Andhra Pradesh Tourism Policy 2024-2029

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1 INTRODUCTION

Andhra Pradesh is celebrated for its rich cultural heritage, historical landmarks, and natural beauty. With a wide array of attractions, including ancient temples, pristine beaches, verdant hill stations, wildlife sanctuaries, and distinctive art, cuisine, and architecture, the state possesses immense potential to become a leading tourism destination for both domestic and international travellers.

In alignment with the Swarna Andhra Vision 2047, which envisions transforming Andhra Pradesh into a $2 trillion economy with an annual Gross State Domestic Product (GSDP) growth target of 15%, the tourism sector has been identified as a cornerstone of this transformative agenda.

Tourism is recognized as a major driver of employment and a vital catalyst for economic growth. The Government of Andhra Pradesh accords the sector the highest priority, acknowledging its role in empowering local communities, supporting small enterprises, fostering cultural exchange, and advancing environmental sustainability.

Currently, Andhra Pradesh ranks third in domestic tourism, attracting 278 million domestic visits annually, alongside 0.18 million foreign visitors. In response to evolving tourist preferences, technological advancements, and intensifying competition, the Andhra Pradesh Tourism Policy leverages the state's distinctive assets to promote niche segments such as eco-tourism, cruise tourism, beach circuits, and backwater tourism, offering immersive and experiential experiences.

The policy underscores the development of anchor destinations to serve as pivotal hubs for drawing both domestic and international tourists. It also aims to foster a robust investment ecosystem by streamlining approval processes, providing fiscal and non-fiscal incentives, and implementing investor-friendly measures. Furthermore, the policy emphasizes strategic branding and marketing, sustainable infrastructure development, and the creation of innovative tourism experiences.

By harnessing its unique strengths, the policy seeks to unlock Andhra Pradesh's full potential, positioning the state among India's top three tourism destinations. This initiative is expected to stimulate economic growth, create employment opportunities, and promote cultural exchange, significantly contributing to the state's holistic development.

2 SWARNA ANDHRA TOURISM VISION 2047

"To become a premier tourism hub for India and the world, offering a diverse array of spiritual, coastal, ecological, adventure and wellness experiences, empowering local communities and fostering sustainable development."

The Swarna Andhra Tourism Policy envisions transforming Andhra Pradesh into a hub of tourism excellence by delivering world-class experiences that celebrate the state's unique identity, cultural heritage, and natural beauty. This vision is anchored in the following key elements.

Vision Elements

1) Position Andhra Pradesh as the premier destination in India for both international and domestic tourists.
2) Enhance the tourism sector's contribution to over 20% of the state's Gross Value Added (GVA).
3) Establish tourism as a significant employment generator, contributing to more than 20% of the state's workforce.
4) Advocate for sustainable and responsible tourism practices to safeguard the state's natural and cultural heritage.
5) Develop world-class tourism infrastructure, best-in-class terminals, ensure seamless connectivity, and provide well-equipped way-side amenities to enrich tourist experiences.

3 SWARNA ANDHRA TOURISM MISSION 2029

"To develop and promote tourism in Andhra Pradesh as a key driver of economic growth, employment, and cultural exchange, while ensuring sustainability and inclusivity."

Mission Objectives

The Andhra Pradesh Tourism Policy aims to achieve the following mission objectives to establish the state as a leading tourism destination.

3.1 Boost Economic Contribution:

Increase the tourism sector's share in the state's Gross Value Added (GVA) from the current 4.6%to 8%.

3.2 Enhance Employment Opportunities:

Raise the tourism sector's contribution to employment from 12% to over 15%, creating diverse livelihood opportunities across associated industries.

3.3 Strengthen International Appeal:

Position Andhra Pradesh among the top 10 states in India for Foreign Tourist Arrivals (FTAs), enhancing its global tourism profile.

3.4 Increase Tourist Spending:

Elevate the average spending by domestic tourists from INR 1,700 to INR 25,000, amplifying the economic impact of tourism activities.

3.5 Extend Duration of Stay:

Prolong the average tourist stay from the current 1-2 days to 5 days, offering richer, more immersive experiences.

3.6 Expand Accommodation Capacity:

Increase the state's classified room inventory from 3,500 to over 10,000 rooms, ensuring a robust supply of high-quality Hospitality options.

3.7 Attract Private Investment:

Mobilize private investments worth INR 25,000 crore to enhance infrastructure, services, and innovative tourism models, bolstering sector competitiveness.

4 STRATEGIES TO ACHIEVE MISSION OBJECTIVES

The policy focuses on the following six strategic pillars to achieve its mission objectives and establish Andhra Pradesh as a premier tourism destination.

1. Tourism Product Diversification and Destination Development
2. Demand Activation and world-class tourism infrastructure
3. Targeted Branding and bespoke experiences
4. Professional skilling of manpower
5. Sustainable and Responsible tourism
6. Governance and administration to establish Andhra Pradesh as a top tourism destination.

4.1 Tourism Product Diversification and Destination Development

Andhra Pradesh is widely recognized for its prominence in religious tourism, which constitutes 78% of the state's tourism sector. To further strengthen this core area, the state plans to enhance pilgrim tourism by developing comprehensive temple circuits that enrich the spiritual experience for pilgrims.

In addition, efforts will be made to diversify tourism offerings by stimulating demand in major segments through a strategic anchor destination and circuit development model. This approach involves the creation of Anchor Hubs and Thematic Circuits, fostering a holistic and integrated approach to destination development. These initiatives aim to attract a broader spectrum of tourists while positioning Andhra Pradesh as a dynamic and versatile tourism destination.

4.1.1 Anchor Hubs:

Anchor Hubs are key tourist destinations with the potential to offer diverse tourism experiences, including beach tourism, river cruises, spiritual tourism, eco-tourism, wellness, heritage, adventure, and MICE (Meetings, Incentives, Conferences, and Exhibitions) tourism. These hubs are designed to provide multi-stay itineraries that cater to a variety of traveler interests.

The Government of Andhra Pradesh has identified seven Anchor Hubs: **Visakhapatnam (Vizag)**, **Tirupati**, **Araku Valley**, **Rajahmundry**, **Amaravati**, **Srisailam**, and **Gandikota**. These hubs will be developed under a "hub-and-spoke" model, enabling surrounding areas to benefit from the development of these central locations.

Among these, **Araku Valley** and **Tirupati** have been prioritized for short to medium-term development, while the remaining five hubs are planned for long-term development. Each Anchor Hub will be developed with a focus on its

influence area, connectivity, key strengths, and specific tourism activities or sub-sectors, ensuring a tailored and strategic approach to tourism growth.

The policy aims to develop and enhance Anchor Hubs by focusing on **last-mile connectivity**, **Public-Private Partnerships (PPPs)**, **expanding accommodation options**, **skill development**, and **sustainable tourism**, as outlined below.

a) **Last-Mile Connectivity**: The state will prioritize seamless access to tourist sites by enhancing last-mile connectivity. Initiatives include constructing and maintaining roads, introducing efficient transport modes such as shuttle buses and bike rentals, and upgrading road, rail, and air links. These efforts aim to establish a comprehensive transport network that caters to the diverse needs of travellers.

b) **Wayside Amenities**: Essential infrastructure will be developed at tourist sites within the Anchor Hubs, including parking lots, clean restrooms, drinking water facilities, and clear signage, ensuring a comfortable and convenient visitor experience.

c) **Public Private Partnerships:**PPPs will serve as a cornerstone for funding and executing large-scale infrastructure projects, such as highway construction, transport modernization, and the development of hospitality facilities. These partnerships will also support investments in essential tourism infrastructure, including parking, restrooms, drinking water facilities, and signage, to elevate the overall visitor experience.

d) **Employment generation and Skill Development:** The policy emphasizes generating employment by involving local communities in tourism development. Skill development initiatives will focus on training individuals in hospitality, tour operations, conservation, traditional crafts, and related areas, thereby empowering local populations and enhancing service quality.

e) **Sustainability:** Sustainability is a key focus of the policy. Measures include sustainable management of Anchor Destinations through effective waste management, water conservation practices, and the adoption of energy-efficient solutions such as solar lighting, ensuring long-term environmental protection.

4.1.2 Thematic Circuits:

The policy seeks to elevate Andhra Pradesh's tourism landscape by introducing **Thematic Circuits**, specialized travel pathways focused on specific themes to provide tourists with richer and more immersive experiences. The state aims to establish over 25 thematic circuits, including

i. 2 Buddhist circuits
ii. 10 Temple circuits
iii. 5 Beach circuits
iv. 4 River Cruise circuits
v. 3 Eco-Tourism circuits
vi. 2 Sea Cruise circuits
vii. Seaplane Circuits

1. Buddhist Circuits:

The Government of Andhra Pradesh is committed to preserving and promoting the state's rich Buddhist heritage. With 40 Buddhist monuments and its historical significance as the birthplace of Mahayana Buddhism, the state aims to develop two Buddhist circuits. These circuits will highlight and protect Andhra Pradesh's cultural and historical legacy, positioning it as a key destination for Buddhist tourism, particularly for visitors from Southeast Asia, East Asia, and other predominantly Buddhist nations.

Creation of Buddhist Circuits: The proposed circuits will be centered around Amaravati/Nagarjunakonda and Visakhapatnam, connecting key Buddhist landmarks to offer tourists an immersive journey through Buddha's teachings and heritage. Prominent sites such as Shalihundam, Thotlakonda, Bojjanakonda, Amaravati Stupa, Undavalli Caves, and Nagarjuna Konda will serve as the core attractions, showcasing the deep-rooted historical and archaeological significance of Buddhism in the region.

Collaborations with International Buddhist Organizations: The state plans to collaborate with global Buddhist associations and institutions to host international Buddhist conferences, festivals, and events. These initiatives will position Andhra Pradesh as a central hub for Buddhist spiritual gatherings, attracting both tourists and scholars from across the globe.

Cultural Immersion and Spiritual Programs: To enrich the visitor experience, the state will develop immersive activities at Buddhist sites, such as:

i) **Meditation Retreats:** Designed for spiritual rejuvenation.

ii) **Spiritual Workshops:** Conducted by renowned Buddhist scholars.

iii) **Cultural Resources:** Multilingual guides and informational materials in English, Japanese, Thai, Sinhalese, and other languages to enhance accessibility and appeal to diverse audiences.

Special Focus on International Marketing: A targeted international marketing campaign will promote Andhra Pradesh's Buddhist heritage to countries where Buddhist tourism is prominent. Strategic partnerships with airlines and travel agencies in Buddhist-majority nations will further enhance visibility and position the state as a premier spiritual destination.

2. Temple Circuits:

Andhra Pradesh is home to numerous ancient and significant temples that draw pilgrims and tourists from across India. Renowned for their spiritual importance, historical legacy, and architectural grandeur, these temples serve as the cornerstone of a vibrant spiritual tourism experience, offering a profound insight into the state's deep-rooted religious culture.

The policy envisions the development of **10 Temple Circuits** across the state, incorporating major spiritual destinations such as **Simhachalam**, **Srisailam**, **Ahobilam**, **Annavaram**, **Tirupati**, **Kanipakam**, **Lepakshi**, **Vijayawada**, **Dwaraka Tirumala**, and the **Shakti Peeta Circuit**.

Strategic Development of Temple Circuits: The policy proposes the creation of comprehensive circuits around these temples, leveraging their spiritual significance while linking them with other attractions. The objective is to create immersive, world-class experiences that extend visitor stays while preserving and enhancing the spiritual authenticity of these destinations.

Key initiatives include:

i) Developing **detailed master plans** for each temple to ensure well-planned infrastructure and amenities.

ii) Hosting **year-round events and festivals** to highlight the unique cultural and spiritual aspects of these temples.

iii) Designing **tourist packages** in collaboration with the Endowments Department to cater to a variety of visitor preferences.

By integrating spiritual significance with modern tourism infrastructure and cultural programming, the Temple Circuits aim to position Andhra Pradesh as a premier destination for spiritual tourism.

3. Beach Circuits:

With a 974-kilometer coastline—the second longest in India—Andhra Pradesh is ideally positioned to develop a vibrant beach tourism sector. Beach tourism involves visiting coastal regions for leisure, enjoyment, and relaxation. A Beach

Tourism Circuit is a thoughtfully designed network of coastal destinations offering a variety of activities, accommodations, and experiences, while promoting responsible and sustainable travel along the coastline.

The policy aims to establish **five Beach Tourism Circuits** to enhance the coastal areas of **Visakhapatnam**, **Srikakulam**, **Kakinada**, **Nellore**, and **Machilipatnam**, transforming these locations into hubs for diverse and immersive beach tourism experiences.

Key Initiatives

1. **Visitor Safety and Infrastructure**

    i) Establish lifeguard stations and implement robust safety measures to ensure visitor well-being.

    ii) Provide essential amenities, such as clean restrooms, changing rooms, and shaded seating areas, for tourist comfort and convenience.

    iii) Introduce efficient waste management systems to maintain clean and eco-friendly beaches.

2. **Connectivity and Accessibility**

    i) Enhance connectivity between beach destinations and nearby towns and cities through improved road and transport infrastructure.

3. **Activities and Entertainment**

    i) Offer a variety of beach activities, including water sports, beach volleyball, yoga sessions, and guided nature walks, to cater to diverse interests.

    ii) Pursue **Blue Flag certification** for major beaches by adhering to international standards for environmental management, safety, and services.

4. **Cultural Events and Tourism Services**

    i) Organize year-round events and festivals to attract domestic and international tourists.

    ii) Strengthen tourist information services and facilities to ensure seamless visitor experiences.

5. **Culinary and Retail Development**

    i) Promote local culinary and retail offerings by developing beach shacks, cafes, and souvenir shops.

6. **Public-Private Partnerships (PPPs) for Infrastructure Development**

    i) Encourage the development of beach resorts and villas through PPPs, ensuring high-quality accommodations for tourists.

7. **Marketing and Promotion**

    i) Leverage social media and influencer partnerships to promote beach destinations.

    ii) Collaborate with tour operators to create curated and guided beach tour packages.

4. River Circuits:

River Circuit Tourism offers a unique opportunity to explore riverside destinations through carefully curated cruise routes, combining elements of culture, history, ecology, and relaxation. In Andhra Pradesh, the majestic **Godavari** and **Krishna** rivers provide an ideal setting for river cruises, showcasing the state's scenic landscapes, historical landmarks, temples, and vibrant local culture. The policy envisions the establishment of **four river circuits** to enhance tourism and attract a greater number of visitors.

Strategic Development of River Circuits

The development of river circuits aims to diversify Andhra Pradesh's tourism offerings by highlighting the unique blend of natural beauty and cultural richness along its waterways. Key initiatives include:

1. **Feasibility Study and Route Identification**

    i) Conduct a comprehensive feasibility study to identify viable routes for river and backwater tourism.

2. **Infrastructure Development**

    i) Establish modern cruise terminals and docking stations in strategic locations such as **Rajahmundry** and **Vijayawada**, enhancing the accessibility and appeal of river tourism.

    ii) Improve connectivity to these terminals through well-developed transport networks.

3. **Diversified Cruise Experiences**

    i) Expand cruise routes to include **heritage tours**, showcasing historical sites and temples, and **wildlife exploration** in ecological hotspots along the rivers.

    ii) Design varied tour packages to cater to different visitor interests, from cultural experiences to nature-centric adventures.

4. **Promotion and Marketing**

    i) Launch targeted promotional campaigns to raise awareness of river cruises among both national and international tourists.

    ii) Collaborate with travel agencies and digital influencers to highlight the unique experiences offered by Andhra Pradesh's waterways.

5. **Expansion of Houseboat Fleet**

    i) Increase the in-houseboat fleet to offer tourists immersive and luxurious experiences on the state's rivers, complete with world-class amenities and services.

By blending sustainable tourism practices with modern infrastructure and creative programming, Andhra Pradesh's river circuits will provide a distinctive and enriching experience, positioning the state as a leading destination for river tourism in India.

5. Ecotourism Circuits:

Ecotourism is a responsible approach to tourism that emphasizes appreciating and understanding nature while committing to environmental preservation. It promotes travel that conserves biodiversity, minimizes pollution, and adopts sustainable practices to reduce the ecological footprint of human activities.

Andhra Pradesh, with its diverse natural landscapes, is uniquely positioned to attract eco-conscious travelers. The policy proposes the development of **three Eco-Tourism Circuits**:

1) **Srikakulam–Visakhapatnam Circuit**

2) **East Godavari–Guntur Circuit**

3) **Kurnool–Nellore Circuit**

These circuits will encompass destinations known for their ecological and natural significance, including **Araku Valley**, **Belum Caves**, **Nallamalla Wildlife Sanctuary**, **Kondapalli Forest**, **Gandikota**, **Erramatti Dibbalu**, **Papikondalu**, and **Kadiyam Nurseries**.

Development Objectives

The creation of these eco-tourism circuits aims to

1. **Promote Sustainable Tourism**

   Encourage eco-friendly practices to preserve the natural beauty and biodiversity of the region while minimizing environmental impact.

2. **Enrich Visitor Experiences**

   Provide opportunities for travelers to immerse themselves in Andhra Pradesh's most pristine and picturesque settings.

3. **Infrastructure Development**

   Build sustainable infrastructure, including:

   i) **Eco-friendly Lodges**: Low-impact accommodations designed with minimal ecological disruption.

   ii) **Safaris and Nature Trails**: Guided activities that allow visitors to engage with nature responsibly.

   iii) **Camping Sites and Cruises**: Well-planned facilities that enhance visitor comfort while maintaining environmental standards.

Role of the Eco-Tourism Sub-Committee

The sub-committee constituted for promoting eco-tourism projects will:

i) Identify suitable eco-tourism sites in collaboration with environmental experts, ensuring alignment with conservation priorities.

ii) Oversee the development of sustainable infrastructure tailored to the ecological needs of each location.

iii) Ensure that all activities and developments are in harmony with the principles of ecological preservation and community engagement.

By integrating sustainable tourism practices with Andhra Pradesh’s natural offerings, these eco-tourism circuits will not only attract eco-conscious travellers but also contribute to environmental conservation and local economic development.

6. Sea Cruise Circuits:

Sea cruise tourism provides a distinctive travel experience, linking major coastal ports and cities while offering tourists the opportunity to explore diverse coastal destinations, including islands, seaside towns, historic harbours, and natural

attractions. All of this is complemented by the luxurious amenities available aboard modern cruise ships.

Andhra Pradesh, with its **974-kilometer coastline** and the advantage of the **international cruise terminal in Visakhapatnam**, is well-positioned to become a leading player in sea cruise tourism. The action plan focuses on enhancing cruise tourism infrastructure and services, attracting both domestic and international cruise passengers. Strategic partnerships with cruise operators will ensure the availability of diverse and engaging itineraries.

Key Objectives

1. **Luxury Cruise Routes**

   Develop luxury sea cruise routes originating from Visakhapatnam and connecting to prominent domestic ports and international destinations, including:

   i) **Domestic Ports**: Kolkata, Bhubaneswar, Chennai

   ii) **International Destinations**: Colombo, the Andaman Islands, and Southeast Asia

2. **Cruise Tourism Infrastructure**

   i) Strengthen and modernize the Visakhapatnam International Cruise Terminal to meet global standards.

   ii) Enhance docking facilities, passenger amenities, and logistical support to ensure seamless cruise operations.

3. **Diverse Itineraries**

   Partner with leading cruise operators to design itineraries that cater to a variety of traveller interests, such as cultural exploration, historical tours, and leisure activities at coastal destinations.

4. **Economic Impact**

   i) Drive significant growth in the state’s tourism sector by attracting high-spending cruise tourists.

   ii) Elevate Visakhapatnam’s status as a premier cruise hub in India and a gateway to Southeast Asia.

By leveraging Andhra Pradesh's coastal assets and focusing on luxury and diversity, the development of sea cruise circuits aims to invigorate the state’s tourism industry, enhance its global profile, and create new economic opportunities.

7. Seaplane Circuits

Seaplanes offer versatile air transportation solutions, especially in regions near large water bodies like seas, lakes, and creeks, making them ideal for enhancing tourism. Their ability to access remote areas without requiring expensive runway infrastructure adds to their appeal.

In a recent milestone, the **Hon'ble Chief Minister of Andhra Pradesh inaugurated a seaplane trial run, showcasing the state's commitment to embracing innovative tourism initiatives.** This pilot run highlighted the potential of seaplanes to enhance connectivity, attract tourists, and offer unique aerial views of Andhra Pradesh's scenic landscapes. The success of such operations could transform seaplanes into both an efficient mode of transportation and a tourist attraction.

Inspired by global successes like the Maldives, Andhra Pradesh is set to develop seaplane tourism, connecting key water bodies and potentially linking with neighbouring states and islands. The Andhra Pradesh Tourism Development Corporation (APTDC) has **identified eight (8) strategic locations for seaplane operations such as Araku – Lambasingi, Visakhapatnam, Rajamundry, Konaseema, Vijayawada, Srisailam, Gandikota and Tirupati.**

To implement this vision, APTDC plans to partner with private entities through a **Public-Private Partnership (PPP) model**, ensuring sustainable growth and innovative travel experiences in the state. This initiative marks a significant step in positioning Andhra Pradesh as a leading destination for experiential tourism.

4.2 World Class Infrastructure

The policy emphasizes the development of world-class infrastructure to cater to the increasing demands of domestic and international tourists. This includes seamless connectivity across **air, road, rail, and waterways**, as well as the expansion of high-quality hospitality facilities, ensuring a comprehensive and exceptional travel experience.

4.2.1 Hospitality

The Government of Andhra Pradesh (GoAP) is dedicated to significantly enhancing the state's hospitality infrastructure, aiming to increase the classified room inventory from **3,500 to 10,000** through both **Greenfield** and **Brownfield** development approaches.

Key Initiatives

1. **Expansion of Accommodation Options**
    i) Promote the development of **heritage hotels**, **luxury hotels**, and **resorts**, offering tourists exceptional and culturally rich experiences.

    ii) Encourage unique tourism models, including **shacks**, **camping**, and **glamping**, to provide alternative, immersive stays close to nature.

2. **Coastal and Waterway Tourism**

    i) Develop **floating restaurants** to elevate coastal and waterway tourism, offering distinctive dining experiences that align with Andhra Pradesh's maritime heritage.

3. **Destination Weddings**

    i) Establish Andhra Pradesh as a premier **wedding destination** by creating tailored facilities and services to cater to high-profile and niche wedding markets.

4. **MICE Tourism**

    i) Support **Meetings, Incentives, Conferences, and Exhibitions (MICE)** tourism through state-of-the-art conference and event facilities designed to attract business travelers and international events.

5. **Budget-Friendly Accommodation**

    i) Promote the development of **budget hotels** to ensure affordable yet comfortable options for a broader demographic of visitors.

6. **Homestays and Bed & Breakfasts**

    i) Encourage the development of **homestays** and **Bed & Breakfast (B&B) establishments**, particularly in eco-sensitive and rural areas, to provide authentic, local experiences.

ii) Implement **certification, categorization, and training programs** to enhance quality and ensure uniform standards across these establishments.

7. Film Tourism

i) **Development of Film Studios:** Establishment of state-of-the-art film studios to attract filmmakers and provide comprehensive production facilities.

ii) **Identification of Shooting Locations:** Mapping and curating iconic and scenic locations across the state as shooting-friendly destinations, supported by streamlined permissions.

iii) **Collaboration with Film Festivals:** Partnering with national and international film festivals to promote the state's locations and enhance visibility in the global film community.

iv) **Film Tourism Circuits:** Developing film tourism circuits by integrating popular shooting spots into tourism packages for enthusiasts and fans.

v) **Streamlined Support System:** Establishing a single-window clearance system for film permits to simplify processes for filmmakers.

8. Standardization and Service Excellence

i) Develop **uniform guidelines** for accommodations, restaurants, and activity operators to standardize hospitality norms across all destinations.

ii) Conduct **training workshops** for stakeholders on service standards, safety protocols, and visitor management to ensure consistent, high-quality experiences.

9. Incentives and Certification Programs

i) Offer **incentives and certifications** to operators and entities that meet approved standards, encouraging adherence to best practices and ensuring high-quality service for visitors.

By fostering a diverse range of hospitality offerings, implementing standardized service norms, and empowering stakeholders through training and incentives, Andhra Pradesh aims to create a world-class hospitality ecosystem that meets the expectations of both domestic and international tourists.

4.2.2 Multimodal Connectivity

To enhance accessibility across diverse destinations, the policy prioritizes the development of a robust **multimodal connectivity framework** that integrates various modes of transportation to ensure seamless travel experiences.

Key Focus Areas

1. **Air Connectivity**
   i) Expand regional airports to improve accessibility to underserved destinations.
   ii) Introduce **seaplane services** to connect coastal and island locations, offering unique travel experiences.
   iii) Enhance international connections to key global hubs, supporting the growing influx of foreign tourists.
2. **Road Network**
   i) Develop and maintain high-quality highways to ensure smooth travel across the state.
   ii) Introduce **tourist-centric bus routes** to improve public transportation for travellers.
   iii) Strengthen **last-mile connectivity** to rural and ecotourism destinations, making them more accessible and visitor-friendly.
3. **Heli-Tourism**
   i) Establish **helicopter services** to connect remote and high-value destinations, catering to premium tourists and reducing travel times.
4. **Integrated Transportation Hubs**
   i) Develop **integrated transportation hubs** that co-locate airports, railway stations, and bus stations to streamline transfers and enhance travel convenience.

By focusing on multimodal connectivity, Andhra Pradesh aims to facilitate easy access to its diverse attractions, ensuring a seamless and enjoyable travel experience for both domestic and international tourists.

4.2.3 Riverfront Parks, Gardens, and Eco-Friendly Boating Facilities

The policy emphasizes the development of riverfront areas to enhance the tourism appeal of Andhra Pradesh's rivers while ensuring environmental sustainability and community involvement.

Key Initiatives

1. **Riverfront Development**
   i) Establish recreational **parks**, **landscaped gardens**, and **dining facilities** along key rivers such as the **Godavari** and **Krishna**, creating vibrant spaces for leisure and relaxation.
2. **Sustainable Boating**
   i) Introduce **eco-friendly boating options**, including **solar-powered** and **electric boats**, to provide tourists with unique experiences while protecting aquatic ecosystems.
   ii) Implement measures to preserve biodiversity and maintain the ecological balance of riverfront areas.
3. **Community Engagement**
   i) Train and empower local communities to **manage and operate riverfront facilities**, fostering local ownership and creating sustainable livelihood opportunities.

By integrating recreational development, eco-friendly practices, and community participation, Andhra Pradesh's riverfront projects aim to create sustainable and memorable tourism experiences while preserving the natural and cultural heritage of its rivers.

4.2.4 Wayside Amenities

The policy focuses on enhancing traveler convenience and comfort by developing modern and sustainable wayside amenities along key tourism routes and destinations.

Key Initiatives

1. **Establishment of Tourist Rest Stops**
   i) Develop modern wayside amenities along popular tourism routes, including:

- Clean and well-maintained restrooms
- Food courts offering diverse culinary options
- EV charging stations to support eco-friendly travel
- Convenience stores for travel essentials

2. Custom Solutions for Remote Areas

i) Provide modular and sustainable rest-stop solutions tailored for eco-sensitive or remote areas, ensuring minimal environmental impact while meeting traveller needs.

3. Caravan Parks

i) Develop Caravan Parks equipped with facilities such as:

- Allotted parking spaces for caravans
- Charging points for electric caravans and vehicles
- Waste disposal systems and water filling stations
- Restrooms and seating arrangements
- On-site convenience stores for basic supplies
- Security facilities to ensure visitor safety and comfort

By creating well-equipped and strategically located wayside amenities, the policy aims to improve the overall travel experience, support eco-friendly tourism, and attract a wider range of visitors to Andhra Pradesh.

4.2.5 Signage

The Government of Andhra Pradesh is dedicated to enhancing the visitor experience by providing **clear, concise, and visually appealing signage** and **destination route maps**. These initiatives aim to:

1. **Facilitate Navigation**: Ensure easy and seamless navigation for tourists to key destinations and attractions.
2. **Enhance Safety**: Provide clear safety instructions and guidelines at relevant locations, including eco-sensitive and high-traffic areas.
3. **Improve Visitor Experience**: Deliver accurate and accessible information to enrich the overall travel experience, ensuring tourists have a fulfilling and memorable journey.

By standardizing and strategically placing signage across all tourism circuits, GoAP aims to support seamless exploration and elevate Andhra Pradesh's reputation as a visitor-friendly destination.

4.2.6 Civic Amenities

Civic amenities play a vital role in enhancing the visitor experience and ensuring the comfort and safety of tourists at key destinations. The policy focuses on the provision of essential infrastructure to support seamless and enjoyable travel experiences, including:

1. **Clean Public Toilets**: Hygienic and well-maintained restrooms at strategic locations.
2. **Drinking Water Facilities**: Easily accessible drinking water points for tourists.
3. **Waste Management and Recycling Systems**: Sustainable solutions to maintain cleanliness and minimize environmental impact.
4. **Public Seating and Shelters**: Comfortable seating areas and shelters to provide rest and protection from the elements.
5. **Street Lighting and Safety Features**: Adequate lighting and pedestrian crossings to ensure safety and convenience for tourists and locals alike.
6. **First Aid and Medical Facilities**: Readily available first aid and emergency medical services to address unforeseen health issues.
7. **Tourist Information Centers**
8. Establish **tourist information centers** at key locations such as bus stands, airports, parking lots, railway stations, and major tourist attractions.

   These centers will provide essential guidance, maps, and support, ensuring tourists have a comfortable and hassle-free experience.

By prioritizing civic amenities, the Government of Andhra Pradesh aims to create a welcoming environment for tourists while maintaining a healthy and sustainable setting for local communities.

4.2.7 Accessible and Inclusive Infrastructure

The Government of Andhra Pradesh is committed to creating inclusive and accessible tourism infrastructure to ensure that differently abled individuals can fully experience and enjoy the state's attractions. Key initiatives include:

1. **Physical Accessibility**: Installation of ramps, lifts, wide walkways, and accessible toilets at all tourist facilities and destinations.
2. **Accommodations**: Provision of accessible rooms in hotels and resorts.
3. **Navigation Support**: Use of **audio-visual aids**, **tactile markings**, and **Braille signage** to assist with navigation.
4. **Trained Staff**: Deployment of trained personnel to provide assistance and support to differently abled visitors.

By adopting universal design principles, Government of Andhra Pradesh aims to foster an inclusive tourism ecosystem, ensuring equal opportunities for all travellers.

4.2.8 Resilient Tourism Infrastructure:

Government of Andhra Pradesh places a high priority on the development of disaster-resilient tourism infrastructure to safeguard visitors, staff, and local communities while ensuring the sustainability of tourism facilities. Key measures include:

1. **Risk Assessments**: Conduct comprehensive risk evaluations of resorts, hotels, and other visitor facilities to identify vulnerabilities.
2. **Disaster-Resilient Design**: Utilize disaster-resilient materials and construction techniques in line with **State and District Disaster Management Plans**.
3. **Emergency Preparedness**:
    a. Develop and implement emergency preparedness plans tailored to specific tourism facilities.
    b. Train staff and conduct regular drills to ensure readiness in case of emergencies.
4. **Tourist Awareness Programs**: Educate tourists on safety measures and emergency protocols through signage and information sessions.

5. **Early Warning Systems**: Install early warning systems to provide timely alerts about potential risks.
6. **Community Collaboration**: Partner with local communities to enhance disaster preparedness and ensure coordinated responses during emergencies.

By integrating resilient design and proactive preparedness, Andhra Pradesh aims to build a robust tourism infrastructure capable of withstanding natural and man-made challenges, ensuring safety and continuity in tourism operations.

4.3 Professional Human Capital Development

The Government of Andhra Pradesh prioritizes the development of a skilled workforce for the tourism and hospitality sectors, ensuring that high-quality, market-driven skills are imparted to meet the expectations of both domestic and international tourists.

The state already hosts several renowned institutions, including ICI Tirupati, IITTM Nellore, FCI Visakhapatnam, SIHM Tirupati, and Adventure Academy Kadapa, which will serve as key partners in delivering these training programs. Key initiatives include

1. **Omni-Channel Skill Development Programs**:
   - Collaborate with industry experts to offer accessible, hybrid learning platforms, ensuring that the workforce acquires relevant and up-to-date skills in line with industry needs.
2. **Human Resource Development in Niche-Tourism Sectors:**
   - Focus on specialized training programs in Adventure Tourism, MICE (Meetings, Incentives, Conferences, and Exhibitions), and storytelling to meet the growing demands of these expanding sectors.
3. **Degree Certifications for Emerging Areas:**
   - Establish degree programs in fields such as **sustainable tourism** and **digital marketing** to equip students with relevant, industry-aligned skills for the modern tourism landscape.
4. **Trainings on Specialized Knowledge:**
   - Provide targeted training in areas like Buddhist history and other cultural topics to enhance the offerings for cultural and heritage tourism.

5. **Satellite Training Centres in Rural and Tribal Areas:**
    - Establish training hubs in remote, rural, and tribal areas to empower local, educated youth with skills in hospitality, sustainable tourism, and craftsmanship, creating more inclusive opportunities.
6. **Cross-Border Apprenticeship Models:**
    - Implement international apprenticeship programs to expose the workforce to **global best practices** and enhance local expertise, strengthening the tourism industry's international competitiveness.
7. **Capacity Building for Local Communities:**
    - Offer programs aimed at building local skills in tourism management, hospitality, and guiding, ensuring that local communities actively contribute to and benefit from tourism growth.

To further develop a skilled workforce, GoAP recognizes the need for an Institute of Hotel Management (IHM) and additional Food Craft Institutes (FCIs) in the state. These institutions will play a vital role in generating employment opportunities and supporting Andhra Pradesh's vision of becoming a leading destination for affordable, experiential, and sustainable tourism. The government will work closely with the Ministry of Tourism (MoT), Government of India (GoI) to establish these institutions.

4.4 Targeted Branding and Experiences

The Government of Andhra Pradesh will implement a strategic and innovative approach to tourism promotion, leveraging **cutting-edge marketing techniques**, **digital platforms**, and **global partnerships** to enhance the state's visibility and establish it as a premier tourist destination.

Key Initiatives:

1. **Targeted Marketing Campaigns:** Launch the **"Discover Andhra Pradesh"** campaign to showcase the state's cultural, historical, and natural attractions, with tailored messaging for both domestic and international audiences.
2. **Super-App for Personalized Experiences:** Develop an AI-powered **mobile app** to offer personalized travel planning. Features will include:
    a. Detailed destination and experience information
    b. Real-time tour suggestions based on preferences
    c. Exclusive discounts, loyalty points, and booking options to enhance the tourist experience

3. **Year-Round Tourism Programs:** Create a **12-month event calendar** featuring key festivals, theme-based events, and destination-focused activities to ensure continuous engagement and attract tourists throughout the year.
4. **Temple-Centric Events:** Organize special events in renowned temple cities, emphasizing **spiritual tourism** and **unique cultural experiences** to captivate religious and cultural tourists.
5. **Digital Marketing & Influencer Partnerships:**
    a. Utilize AR/VR powered digital platforms for immersive content creation.
    b. Partner with travel influencers and content creators to amplify Andhra Pradesh's tourism offerings through engaging storytelling and visual media.
6. **Strategic Partnerships:**
    a. Forge Memorandums of Understanding (MoUs) with overseas tourism boards for knowledge sharing and joint promotions.
    b. Collaborate with the Ministry of Tourism, UNWTO (United Nations World Tourism Organization), WTTC (World Travel & Tourism Council), and PATA (Pacific Asia Travel Association) to position Andhra Pradesh on the global tourism map.
7. **Annual Blogger & Writer Event:** Host an annual event inviting bloggers, travel writers, and content creators to showcase the state's tourism offerings, encouraging them to share their experiences with a global audience.
8. **Local Exploration Initiative:** Launch a dedicated marketing campaign to promote **local tourism**, encouraging residents to explore nearby attractions and rediscover the beauty of their state.
9. **Buddhist Tourism Promotion:**
    a. Target international markets, especially Buddhist-majority countries, by promoting Andhra Pradesh's rich Buddhist heritage.
    b. Collaborate with airlines, travel agencies, and tourism boards to position Andhra Pradesh as a key destination for Buddhist tourism.

4.5 Sustainable and Responsible Tourism

The Government of Andhra Pradesh aims to position the state as a model for sustainable tourism by integrating environmentally responsible practices, empowering local communities, and developing eco-friendly infrastructure.

These efforts are designed to achieve a long-term ecological balance while enhancing the quality of visitor experiences.

Key Objectives

1. **Environmental Stewardship**: Promote the conservation of natural resources and biodiversity by implementing eco-friendly tourism practices across destinations.
2. **Community Empowerment**: Involve local communities in tourism activities to create inclusive economic opportunities and preserve cultural heritage.
3. **Eco-Friendly Infrastructure**: Develop infrastructure that adheres to green building standards and sustainable principles, minimizing the ecological footprint of tourism.
4. **Visitor Education**: Foster awareness among tourists about responsible travel practices to ensure the preservation of natural and cultural assets.

4.5.1 Blue Flag Certification for Coastal Tourism:

i) Ensure select beaches meet **international Blue Flag standards** for cleanliness, safety, accessibility, and sustainable management.

ii) Develop and maintain supporting infrastructure, including waste management system and renewable energy installations, to uphold certification requirements.

4.5.2 Zero-Plastic and Zero-Emission Tourist Zones:

i) Establish **plastic-free tourist destinations** by phasing out single-use plastics and **promoting biodegradable alternatives**.

ii) Introduce **zero-emission zones** by deploying electric vehicles, installing solar-powered charging stations, and utilizing green energy at key locations.

4.5.3 Eco-Friendly Infrastructure Development:

i) Facilitate the construction of **green-certified buildings** for tourism accommodations, adhering to sustainable design principles.

ii) Promote **sustainable transportation solutions** such as electric buses, e-scooters, and bike rental programs to enhance mobility at major tourist destinations.

4.5.4 Capacity Building and Local Empowerment:

i) Conduct training programs for local communities in sustainable tourism practices, waste management, and the preservation of cultural and natural heritage.

ii) Develop community-based tourism projects that align with environmental conservation goals and provide livelihood opportunities.

4.5.5 Monitoring and Certification:

i) Introduce a robust framework to monitor environmental standards and sustainability metrics at tourist sites.

ii) Provide incentives and recognition to operators and destinations that adhere to sustainability guidelines, fostering a culture of environmental responsibility.

4.6 Governance and Administration

The Government of Andhra Pradesh (GoAP) is committed to strengthening the governance and administration of tourism through an efficient, innovative, and adaptive policy framework. Key initiatives include:

1. **Establishment of Destination Management Organizations (DMOs)**:
   i) DMOs will be created to manage **anchor hubs** and **thematic circuits** using the **Public-Private Partnership (PPP)** model.
   ii) These organizations will have **operational autonomy** to drive effective destination development, management, and marketing strategies.

2. **Performance Monitoring Systems**:
   i) Implement a robust **performance monitoring system** to evaluate the outcomes of tourism policies and programs.
   ii) Incorporate **stakeholder feedback** into the decision-making process to ensure continuous improvement and relevance.

3. **Inter-Departmental Coordination**:

    i) Foster collaboration among departments such as **Transport**, **Environment**, **Endowment**, **Forest**, **Urban Development**, and **Culture** to ensure streamlined implementation of tourism policies and initiatives.

4. **Data-Driven Decision Making**:

    i) Develop a **tourism intelligence platform** to collect and analyze data on visitor trends, economic impacts, and infrastructure needs.
    ii) Utilize insights for **strategic planning**, **policy adjustments**, and **resource allocation** to maximize efficiency and effectiveness.

5. **Digital and Smart Tourism**:

    i) Establish a **unified digital platform** offering comprehensive tourism services, including:
        - Destination information
        - Online booking systems
        - Visitor feedback collection
    ii) Integrate **smart technologies** into destination management, such as real-time monitoring, security systems, and personalized tourist experiences.

6. **Monitoring and Evaluation**:

    i) Define **Key Performance Indicators (KPIs)** to measure the effectiveness of tourism governance.
    ii) Conduct **periodic reviews** to ensure accountability, adaptability to emerging trends, and alignment with strategic goals.

5 SAFETY AND SECURITY

Ensuring the safety and security of tourists is paramount for fostering a thriving and sustainable tourism industry. The Government of Andhra Pradesh (GoAP) is committed to implementing comprehensive measures that align with international best practices to protect all visitors, with particular attention to foreign travelers, solo women travellers, and families.

5.1 Deployment of Trained Tourism Security Personnel

Government of Andhra Pradesh will establish a dedicated Tourism Security Force (TSF) comprising well-trained personnel stationed at major tourist destinations across the state. These officers will undergo specialized training in:

i) **Language Proficiency**: To effectively communicate with international tourists.
ii) **Tourist Etiquette and Soft Skills**: To provide courteous and helpful assistance.
iii) **Cultural Sensitivity**: To respect and understand diverse backgrounds.
iv) **First Aid and Emergency Response**: To address health-related incidents promptly.

This approach mirrors successful models like the Tourism-Oriented Policing Program (TOP) implemented in Tobago, which emphasizes the importance of specialized training for officers in tourist areas.

5.2 Establishment of Tourist Police Stations with Female Staff

Dedicated tourist police stations will be set up at key locations, staffed with female officers to:

i) Provide assistance and protection, especially to women and child tourists.
ii) Address gender-specific concerns with empathy and understanding.

5.3 Implementation of Advanced Surveillance Systems

To deter criminal activities and ensure a secure environment, GoAP will:

i) Install CCTV surveillance systems at strategic locations.
ii) Utilize real-time monitoring to enhance situational awareness.

5.4 Comprehensive Training for Tourism Security Force

The TSF will receive extensive training to:

i) Act as guides, assisting tourists with itineraries and site information.
ii) Provide insights into local attractions and cultural heritage.
iii) Operate the Andhra Pradesh Tourism Platform efficiently.

5.5 Community Engagement and Public Awareness

Government of Andhra Pradesh will engage local communities in safety initiatives by:

i) Conducting awareness campaigns on tourist safety.
ii) Encouraging residents to participate in creating a welcoming environment.

Collaborative efforts between law enforcement and the community have proven effective in enhancing tourist safety in various destinations

5.6 Adoption of International Safety Protocols

Aligning with global standards, GoAP will:

i) Implement the International Code for the Protection of Tourists.
ii) Adopt the World Travel & Tourism Council's "Safe Travels" protocols.

6 ARTS, CRAFTS AND CUISINE

The Government of Andhra Pradesh recognizes the state's rich cultural heritage reflected in its diverse arts, crafts, and cuisine. These traditions, nurtured over centuries, represent an integral part of Andhra Pradesh's identity. By promoting arts, crafts, and culinary tourism, Government of Andhra Pradesh aims to offer immersive experiences to visitors, ensure the preservation of local traditions, and create sustainable livelihood opportunities for artisans and culinary professionals.

6.1 Arts and Crafts Tourism

Government of Andhra Pradesh is committed to showcasing Andhra Pradesh's arts and crafts through targeted initiatives that foster cultural exchange and boost tourism.

1. **Workshops and Exhibitions:**
   i) Organize events featuring traditional arts such as Kondapalli toys, Kalamkari paintings, Kuchipudi dance, Etikoppaka crafts, and handloom sarees from Mangalagiri, Dharmavaram, and Uppada.
   ii) Include hands-on workshops and interactive exhibitions to engage visitors and provide a deeper appreciation of the state's cultural heritage.
2. **Craft Villages and Art Spaces:**
   i) Develop craft villages and art spaces where tourists can interact with artisans, witness the creation process, and purchase unique artworks.
   ii) These spaces will combine cultural immersion with tourism, creating memorable experiences.
3. **Souvenir Shops across the State:**
   i) Promote iconic crafts such as **Kondapalli art**, **Kalamkari**, **Budithi brassware**, **Eluru carpets**, and **Uppada sarees** through souvenir shops at APTDC outlets and star-category hotels across Andhra Pradesh.
4. **Craft Bazaars and Competitions:**
   i) Organize **craft bazaars** and **art competitions** to provide platforms for artisans to showcase their work and interact with tourists.
   ii) These initiatives will foster cultural exchange and highlight the state's artistic excellence.

5. **Tourism Circuit Integration:**
    i) Incorporate arts and crafts into **tourist circuits**, offering **specialized packages** that include visits to craft villages, workshops, and live performances.
6. **Sustainability and Preservation:**
    i) Encourage eco-friendly practices in traditional craft production to align with sustainable tourism goals.
    ii) Conduct training programs for younger artisans to preserve and perpetuate traditional techniques.
7. **Marketing Campaigns:**
    i) Launch targeted marketing campaigns through digital media, social platforms, and cultural partnerships to promote Andhra Pradesh's arts and crafts globally.

6.2 Gastronomic Tourism

Government of Andhra Pradesh is committed to positioning Andhra Pradesh as a gastronomic destination by highlighting its rich culinary heritage and unique flavors.

1. **Food Festivals**
    i) Collaborate with the **Indian Culinary Institute (ICI)** in Tirupati to organize food festivals showcasing the state's diverse and flavorful cuisine.
    ii) Feature **culinary competitions** to encourage participation from small businesses and premium establishments, such as five-star hotels.
    iii) Recognize winners with **awards and certificates**, promoting excellence in culinary arts.
2. **Exploration of Traditional Spices**
    i) Highlight **traditional spices** sourced from the forests of Andhra Pradesh, adding a unique dimension to food festivals and celebrating the state's natural and culinary heritage.
3. **Culinary Tourism Experiences**
    i) Develop **culinary trails** that guide visitors through local food markets, traditional kitchens, and spice farms, offering an immersive gastronomic experience.

4. **Promotion of Local Flavors**
    i) Partner with hotels, restaurants, and food delivery platforms to showcase Andhra Pradesh's cuisine, ensuring its visibility both domestically and internationally.
5. **Culinary Education and Training**
    i) Collaborate with culinary institutions to offer **workshops and training programs**, empowering aspiring chefs and entrepreneurs in the food and hospitality industry.

7 PROJECT CATEGORY DEFINITION

The Government of Andhra Pradesh classifies tourism projects into categories based on their capital investment levels. This classification system ensures a structured approach to project evaluation, incentives, and policy support.

The categories are defined as follows:

S.no	Category	Capital Investment (in INR Crore)
1	**Micro**	Up to 1.0
2	**Small**	Above 1.00 $\leq$ 10.00
3	**Medium**	Above 10.00 $\leq$ 50.00
4	**Large**	>50 and up to 250 in 2 years
5	**Mega**	>250 – 500 in 3 years
6	**Ultra Mega**	>500 in 4 years

8 INCENTIVES TO TOURISM SECTOR

The Government of Andhra Pradesh places the highest priority on the tourism sector, recognizing its potential as a major employment generator and a catalyst for regional development. To promote growth, sustainability, and competitiveness, the state introduces a comprehensive package of **fiscal** and **non-fiscal incentives** aimed at attracting investments, fostering job creation, and enhancing the quality and appeal of tourism destinations.

8.1 Industry Status

The Government of Andhra Pradesh has accorded**"Industry Status"** to the tourism and hospitality sector across all segments, recognizing its strategic importance as a key driver of economic growth, employment generation, and regional development. This initiative aims to create a conducive environment for investment, foster growth, and enhance the sector's competitiveness within the state.

Key Objectives of Industry Status

1. **Incentivize Investments**: Attract significant capital inflows by offering targeted fiscal and non-fiscal incentives.
2. **Foster Growth**: Create a favorable business ecosystem to stimulate innovation and excellence in tourism offerings.
3. **Improve Competitiveness**: Align with global best practices to position Andhra Pradesh as a premier destination for tourism and hospitality.
4. **Sustain Long-Term Development**: Ensure the viability and profitability of tourism enterprises by reducing operational challenges.

The strategic approach aims to benefit the tourism sector in multiple ways that may include:

a. **Cost of Doing Business**: Fiscal incentives to reduce operational costs for Tourism businesses.

b. **Ease and Speed of Doing Business**: Non-fiscal enablers, such as regulatory efficiency, to streamline processes and improve business operations.

c. **Attracting Investment**: One-time incentives, including tax breaks and subsidies, to encourage initial investments in the sector.

d. **Sustaining Investment**: Recurring benefits, such as tax rebates and ongoing operational support, to ensure long-term viability and growth.

8.2 Fiscal Incentives

8.2.1 One-time Incentives

i. Stamp Duty

a. **100%** of stamp duty and transfer duty paid by the projects on purchase or lease of land meant for Tourism use will be reimbursed **for all categories**.
b. **100%**ofstampdutyforleaseofland/shed/buildings, mortgage sand hypothecations will be reimbursed **for all categories**.

ii. Land Conversion Charges

a. Private investors shall follow due approval process for conversion of land for Tourism Infrastructure projects as required by the Revenue Department or Urban Development Authority.
b. If conversion of land is permitted by the relevant Government authority, Government of Andhra Pradesh will waive **100%** of Land Use Conversion charge **for all categories**.

iii. Quality Certification

100% reimbursement of expenses incurred for getting quality certification capped at ₹**2 Lakhs for National** and ₹**10 Lakhs for International Certification for Micro, Small and Medium enterprises**.

iv. Capital Subsidy

a. **25%** of the fixed capital investment (FCI) for **MSMEs**, capped as per below:
    1) **₹25 Lakhs** for Micro Enterprises in 2 equal annual instalments from the Date of Commencement of Commercial Operations
    2) **₹1.5 Crore** for Small Enterprises in 3 equal annual instalments from the Date of Commencement of Commercial Operations
    3) **₹7.5 Crore** for Medium Enterprises in four equal annual instalments from the Date of Commencement of Commercial Operations

4) An Additional Subsidy of **5%** capped at **₹10 Lakhs** will be provided for **Women, SC/ST, and disabled entrepreneurs**.

b. **10%** of Fixed Capital Investment **(FCI)** for **Large, Mega and Ultra Mega Tourism Projects**, capped at
   1) **₹ 10 Crore** for Large Tourism Project
   2) **₹ 25 Crore** for Mega Tourism Project
   3) **₹ 40 Crore** for Ultra Mega Tourism Projects
   4) Incentives shall be disbursed in 5 equal annual instalments from the Date of Commencement of Commercial Operations

8.2.2 Recurring Incentives

i. Power

a. Power will be provided to all tourism projects on par with **industry rates for all categories**
b. Reimbursement of electricity duty for a period of **5 years** from the Date of Commencement of Commercial Operations **for all categories**

ii. Net SGST

a. **100%** of net SGST accrued and realized in the State will be reimbursed for a period of **7 years** from the date of commencement of commercial operations or up to realization of 100% fixed capital investment, whichever is earlier **for MSMEs**
b. **100%** of net SGST accrued and realized in the State will be reimbursed for a period of **7 to 15 years** on **case-to-case basis** from the date of commencement of commercial operations or up to realization of 100% fixed capital investment, whichever is earlier for **Large, Mega and Ultra Mega projects**

iii. Employment Subsidy

In order to support employment intensive Tourism Projects, it is proposed to incentivize them appropriately, based on **Employment-to-Investment (in Crore) (E/I) ratio**. *Government will issue separate orders indicating category-wise eligible employment subsidy.*

8.2.3 Special Incentives

i. Speed of Doing Business Incentive

a. An additional Capital Subsidy **@ 2%** of Fixed Capital Investment will be provided for the projects commencing commercial production within **one (1) year** of the Government Order issued in the name of the project by the Government.
b. An additional Capital Subsidy **@ 1%** of Fixed Capital Investment will be provided for the projects commencing commercial production within **two (2) year** of the Government Order issued in the name of the project by the Government

ii. Incentive for Geographic-spread

An additional Capital Subsidy **@ 5 %** of Fixed Capital Investment will be provided for the projects in locations - **'Known but Unexplored Gems'** on case-to-case basis.*(Example: Pittala borra Waterfalls, Dallapalli in ASR District).*

iii. Utility Services and Property Tax

a. The Government will provide essential services like **water supply charges, sewage tax, and property tax** to tourism-related projects **at industry rates for all categories**
b. This reduction in operational costs aims to attract investment, lower financial burdens for tourism businesses, and stimulate growth in the sector.

8.2.4 Tailor-Made Benefits:

The Government will provide tailor-made benefits to **Mega and Ultra Mega projects** on a case-by-case basis, considering factors such as the gestation period, innovative nature, locational advantages, the project's contribution to the State's Tourism growth, and its potential to generate large-scale employment or significant revenue for the State.

8.2.5 Overall Cap:

All the above incentives shall be limited to **100%** of Fixed Capital Investment for each eligible project.

8.3 Non-fiscal Incentives

a. **Clearances under Single Desk**– All the required clearances will be processed through online Portal under Singe Desk within a set-timelines, without any physical touch points.
b. The **Investment Facilitation Cell (IFC)** set up under the Chairmanship of the District Collector will act as a one-stop solution for investors to obtain necessary clearances.
c. A dedicated **Investment Tracker** will be developed to monitor and end-to-end facilitation.
d. **Destination Management Organisations (DMOs)** will be established to oversee the end-to-end management and promotion of anchor hubs and thematic circuits. These DMOs will operate under aPPP model, ensuring a collaborative approach between the Government and private sector. They will have operational autonomy, with a clear order of processes, to facilitate efficient decision-making and implementation. The funding for these organisations will be sourced from both public and private entities, ensuring sustainable financial support for the effective management and promotion of tourism destinations.
e. **Speed of Doing Business:** The current framework and processes will be re-evaluated and re-engineered to reduce bureaucratic delays, enhance regulatory frameworks, and streamline administrative procedures. The goal is to enable quicker, more efficient business operations and improve the overall ease of doing business in the State.

9 POLICY VALIDITY AND APPLICABILITY

a. The Andhra Pradesh Tourism Policy 2024-29 will be in force for a period of 5 years from the date of its notification or till a new Policy is formulated
b. This Policy shall be applicable to all Tourism projects /experiences that are registered and commenced commercial operations within the new policy period of 2024-29.
c. This Policy shall be applicable to all expansion /diversification of projects as well.

10 LAND ALLOTMENT

The Government of Andhra Pradesh is committed to an investor friendly land allotment policy for tourism and hospitality projects. It is the endeavor of the government to earmark encumbrance free land banks across the state for exclusive allotment to tourism projects under the public private partnership (PPP) mode.

The Government shall bring a separate order with detailed guidelines/ rules/ regulations that govern the allotment, tenure, revenue sharing etc., arising out of land allotments for tourism projects.

LIST OF ABBREVIATIONS

ADP	Annual Development Premium
ALR	Annual Lease Rent
AP	Andhra Pradesh
App	Application
APTA	Andhra Pradesh Tourism Authority
APTDC	Andhra Pradesh Tourism Development Corporation
APSSDC	Andhra Pradesh State Skill Development Corporation
APTCHB	Andhra Pradesh Tourism, Culture and Heritage Board
AR/ VR	Augmented Reality/Virtual Reality
B2B	Business to Business
B2G	Business to Government
COD	Commercial Operations Date
DCO	Date of Commencement of Commercial Operations
DMO	Destination Management Organizations
DOT	Department of Tourism
DTV	Domestic Tourist Visits
EODB	Ease of Doing Business
EV	Electric Vehicle
FCI	Fixed Capital Investment
FTA/ FTV	Foreign Tourist Arrival/ Foreign Tourist Visits
GoAP	Government of Andhra Pradesh
GoI	Government of India
GST	Goods and Services Tax
GVA	Gross Value Added
IFC	Investment Facilitation Cell
IMP	Integrated Marketing Promotion
LRA	Lease Rent per Annum
MICE	Meetings, Incentives, Conferences, and Exhibitions
MoT	Ministry of Tourism, Government of India
MSME	Micro, Small and Medium Enterprises
NIDHI	National Integrated Database of Hospitality Industry
NSDC	National Skill Development Council

OTA	Online Travel Agencies
PR	Public Relations
PRASAD	Pilgrimage Rejuvenation and Spirituality Augmentation Drive
PPP	Public Private Partnership
R&D	Research and Development
SAATHI	System for Assessment Awareness and Training for Hospitality Industry
SASCI	Special Assistance to State for Capital Investment
SEM	Search Engine Marketing
SEO	Search Engine Optimization
SHG	Self Help Groups
SIPC	State Investment Promotion Committee
SOP	Standard Operating Procedure
SRO	Sub Registrar Office
STPB	State Tourism Promotion Board
UI/ UX	User Interface/User Experience
UNWTO	United Nations World Tourism Organization
WTTC	World Travel & Tourism Council

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